

Summary

Sue has a strong record in customer and stakeholder engagement, encompassing marketing, communication and change management. She has worked on strategic and ground-breaking projects in energy, healthcare and telecommunications.

Sue is primarily a 'people person' but works effectively in technical and IT environments. She has a way of communicating complex and technical ideas through easy-to-understand narratives that people at all levels can relate to.

Sue also has a strength in business integration, helping companies move from ideas to delivery by integrating strategy, new products or services into everyday processes. She is a highly effective project manager who gets things done.

Sue has experience in healthcare, energy, resources and telecommunication sectors.

Sue studied Marketing at Cape Peninsula University in South Africa. In the UK she qualified as an ISO 9001 Quality Management System Auditor. She has worked in Australia, UK and South Africa.

Education

Bachelor of Marketing, 1994
Cape Peninsula University, South Africa

Contact

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Core skills

Customer and Stakeholder Engagement

Communication: audience appropriate and engaging

Marketing: selling ideas, both internally and externally

Change management: taking people on the journey

Relationships: building helpful associations

Collaboration: defining new products or services through collaboration

Client focused: delivering good service

Business Integration

Process design and implementation: moving organisations from ideas to delivery

Project management: ability to make things happen and get the job done

Technology

Product development: creating and defining products for IT development

Interface design: conceptual wireframe design for website, user interface and app

Translation: ability to explain complex technical/IT ideas in a simple manner

Career highlights

Innovation award, 2017

Co-creator of an electricity pricing plan which works like a mobile phone plan, with an app to track usage.

It was joint winner of the Innovation Award by Clean Energy Council which recognises the design and development of a ground-breaking Australian projects.

It was also shortlisted for the Business Community Engagement award.

The project engaged the public as research collaborators using an app, Facebook, interviews, forums, surveys and video. See the following link for more info:

<https://goo.gl/MY4Aox>

Employment history

Factive

Consultant

2009 – present

Responsibilities

- Consulting
- Research
- Workplace training
- Marketing and communications
- Change management
- Conceptual design

Key achievements

Pricing Plan and App Pilot for Horizon Power:

- Devised award winning 'Power Ahead' campaign in consultation with Horizon Power stakeholders
- Customer Experience
- Responsible for marketing and recruitment plan and execution
- Customer engagement
- Web and app conceptual wireframe design
- Insight findings

Marketing and Retail Strategy for Horizon Power:

- Marketing and Project Manager
- Conducted market analysis
- Identified product opportunities and market entry strategies

Renewable Energy Expansion for Horizon Power:

- Marketing and Project Manager
- Market and customer analysis
- Strategy to expand using external suppliers
- On tender panel to select partners
- Managed ongoing relationships

Forecasting and Cost for Horizon Power:

- Transformed complex financial analysis findings into easy-to-understand narratives for decision makers

'SAP' ERP implementation for BHP Billiton Iron Ore:

- Conceptual design of employee engagement campaign for change to SAP system throughout enterprise

Ajilon Consulting

Senior Consultant

2002 – 2008

Responsibilities

- Consulting
- Workplace training
- Marketing and communications
- Marketing specialist

Key achievements

Internal Communications for BHP Billiton Iron Ore:

- Advised executives in stakeholder communication
- Focused on sharing key supply-chain information across the business

CRM Implementation for HBF Health Insurance:

- Stream Lead: Customer Experience
- Ensured configuration of new CRM system reflected the sales and service needs of the HBF call center

Vodafone UK

Marketing Project Manager

1999 – 2000

Responsibilities

- Consulting
- Workplace training
- Marketing and communications
- Marketing specialist

Key achievements

Customer Insight Lab:

- Marketing Project Manager
- Business owner of IT product development for new mobile phone services
- Ran trials with dot com start-ups, looking for m-commerce opportunities

ACT Medisys UK

Customer Service Manager

1996 – 1998

Responsibilities

- Managed a team
- Client liaison
- Marketing specialist

Key achievements

Healthcare Software Applications

- Customer Service Manager
- Managed service relationship with hospital and pathology managers across the UK.